

# THE CHEST

## WHY PUZZLES MAKE THE PERFECT PITCH

In today's world of immersive technology, one type of promotional product stands out in the sea of social media and touchscreens: interactive items. That's why puzzles should be your go-to product if you want your customers' advertising to shine against their competitors'.

If your customers are looking for better ROI from their advertising, promo puzzles just might be the missing piece to a successful strategy!

Here are the top six reasons puzzles make the perfect pitch.

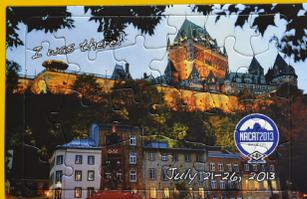
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## Hours to Days of Engagement

Some puzzles can take several hours to complete, and people are up to the challenge! As problem-solvers work to put all the pieces together, they'll be exposed to your customers' messaging the entire time. When do people engage with other forms of advertising, or even other promo products, for that long?

## Where This Piece Fits

People love sharing images and videos on social media before, during and after tackling special projects. Solving a complex puzzle is something worth sharing. Your customers get the chance to expand their reach and generate buzz about their brand.



A post-worthy giveaway

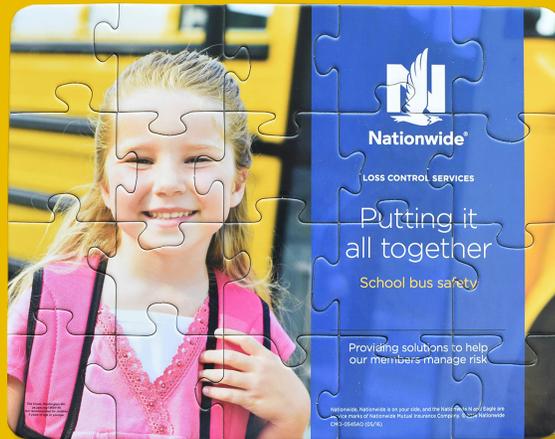
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## Fun, Relationship-Building Activity

Solving a puzzle with friends, family or co-workers creates an ideal opportunity for socializing. Puzzles build comradery and strengthen relationships while showing your clients' messaging.

## Where This Piece Fits

Your customers will be a part of a memorable experience. This creates a positive association between their brand and an enjoyable activity. Simply building a puzzle can also help build a brand.



An out-of-the-box activity

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## Great for All Ages

From kids to adults to seniors, puzzles are fun and healthy for all ages. Highlight these health benefits when you're pitching to clients:

- Improved memory
- Delayed symptoms of dementia
- Improved visual-spatial reasoning
- Increased IQ
- Improved mood
- Lower stress levels
- Increased attention to detail
- And more!



Reveal  
the bigger  
picture

**The Millennial Connection:** Emphasize how younger generations can use puzzles for team-building and to sharpen their creative problem-solving skills at the workplace.

## Where This Piece Fits

If your end-buyers are looking for a product with mass appeal, puzzles are the perfect fit. Flexing the brain muscle is beneficial to all age groups, so you will appeal to nearly everyone with a single product!

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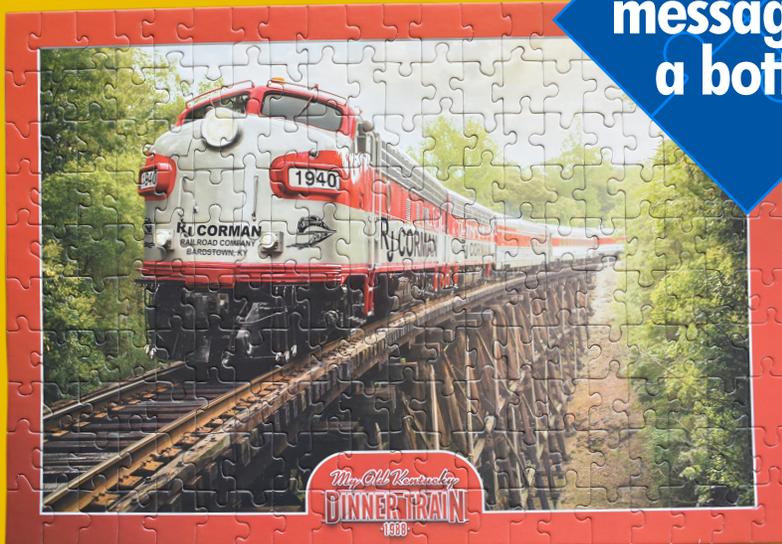
## Reusable Products Mean Repeated Exposure

After solving a puzzle, people will take it apart and hang onto it until the next time someone wants to put it together. This means repeated exposure over time until it's conquered again at a later date. Take it to the next level with an eye-catching design on the box, can or bottle to help keep your customers top of mind!

## Where This Piece Fits

This promo product sticks around for quite some time, so your customers will enjoy a rewarding ROI from impressions, remarketing and brand recognition for years to come.

A  
message in  
a bottle



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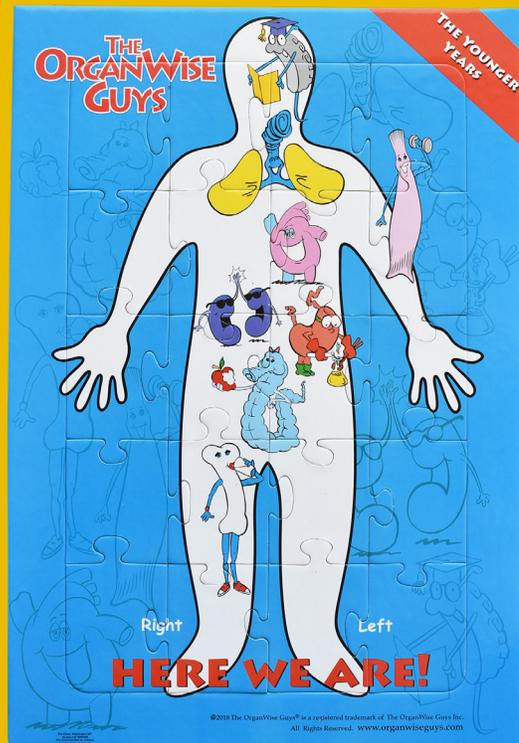
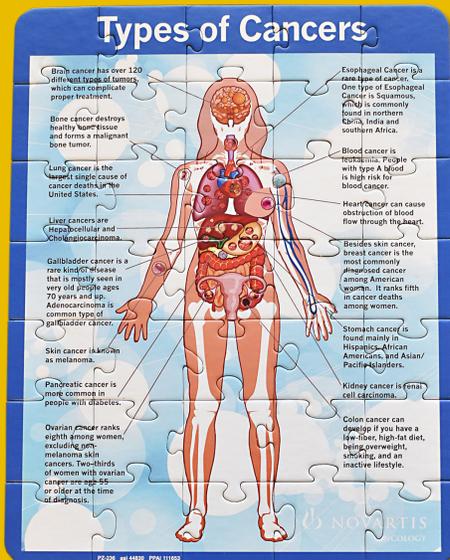
## Educational and Promotes Teamwork

A puzzle is a smart promo product that makes educating easy. It can also come with a message that makes it easy to understand the bigger picture. This is where education and entertainment combine to deliver a positive learning experience – recipients will be having so much fun, they won't even realize they're learning!

## Where This Piece Fits

As each piece falls into place, your customers' messaging will begin to shine through and make a lasting impact. If your clients want to educate end-users (think about your end-buyers in the healthcare industry), this is a great way to do it – a brain boost for a brand boost.

Help  
piece together  
ideas



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## Great Gift

Puzzles are a unique, unexpected giveaway, and a gift that keeps on giving since they can be reused.

## Where This Piece Fits

End-users will see more value in a gift item, which means your puzzle promos will have a higher perceived value. In return, your clients receive the gift of brand exposure at an unheard-of cost-per-impression.



Promo puzzles are a trendy way for your customers to spread the word about their brand. They also come with a price tag that fits any advertising budget.

Whether they're used in-pack or on-pack for invitations, gift shops, doctors' offices or as giveaways at stores, sports games, community events, schools or even concerts, when it comes to delivering a message, promo puzzles just fit!

Want to learn more? The Chest can create customized puzzles in over 50 different sizes! Visit them at [chestinc.com](http://chestinc.com), email [sales@chestinc.com](mailto:sales@chestinc.com) or give them a call at (800) 238-7411.